

The College Store Journal

OFFICIAL PUBLICATION OF THE NATIONAL ASSOCIATION OF COLLEGE STORES

Cumulative Editorial Index For 1979

The College Store Journal

1979

Cumulative Editorial Index

The College Store Journal Cumulative Index is an alphabetical listing of titles under general subject areas by year published. The general subject areas are . . .

Advertising

Awards

Books-General

Books-Paperback

Books-Texts

College Store-General

College Store Planning

College Store-Service

***Commentarily Yours**

Communication

Crime

Display

Education

General Information

Management

Merchandising

NACS

NACS-Annual Meetings

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NACSCORP

***Pick/Promote/Profit**

***Presidential Report**

Profiles

Publishings

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Note of Explanation

Many titles are listed in more than one general subject area due to their multiplicity of application. Wherever possible subheads are used in the general subject areas to designate specific topics.

The operations of NACS have been divided into seven categories to enable the reader to more readily locate articles concerning the various functions of NACS.

Key To Symbols

The information given in the Index includes title, author, school (if applicable), issue, year, and page number.

***Indicates regular
feature of The Journal**
D/JMonths of Publication
1979Year of publication

The first word of each title will be in alphabetical order with the exception of a person's name which will be alphabetized according to last name.

This edition contains the listing of editorial content from volume X.LVI publication year 1979.

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